

**New Ideas**  
**For Promoting Baltimore City**  
**The Creative Baltimore Working Group**

Note: Items are sorted by target audience within the four categories below: Programs, Events, Organizations/Facilities, and Marketing Initiatives.

PROMOTION EFFORT	RESPONSIBLE AGENCY/ ORGANIZATION	BRIEF DESCRIPTION OF IDEA	TARGET AUDIENCE	NEXT STEPS
<b>Programs</b>				
Professional Mentoring	MOED	The best way to find a new job or to build a career is through personal connections with others in the field – but some people (especially career changers, young adults and people from low-income communities) don't have any contacts in their fields of interest. I recommend creating a professional mentoring program through which anyone interested in a particular career or job can be matched with someone in that field or career – for guidance, encouragement, job leads, job shadowing, etc. The program could bring people together across the usual economic, racial, etc. boundaries, and it could foster career development in a way that no service or program could do.	<b>Young Professionals, Creative Entrepreneurs</b>	
College Student Retention Efforts – Citywide Internship Program		Employ multiple strategies to keep college students in Baltimore after graduation, including job shadowing tours of area businesses. Hold mixers and “open houses” in areas like Canton, Fells Point and Federal Hill. Sponsor forums/summits that encourage students to communicate directly with community and civic leaders. Encourage area businesses to participate in citywide internship program and make it easy for them to do (see <a href="http://www.careerphilly.com">www.careerphilly.com</a> ).	<b>Students, Creative Entrepreneurs</b>	
Bioscience/Biotech Workforce Pipeline	MOED	Continue to work with school system and other workforce/economic development partners to prepare youth and young adults to meet the workforce demands of the bioscience and high-tech companies expected to locate and grow in Baltimore's new biotech parks (near Hopkins and University of Maryland).	<b>Students, Creative Entrepreneurs</b>	

<b>PROMOTION EFFORT</b>	<b>RESPONSIBLE AGENCY/ ORGANIZATION</b>	<b>BRIEF DESCRIPTION OF IDEA</b>	<b>TARGET AUDIENCE</b>	<b>NEXT STEPS</b>
Public Transportation – Expanded Services		<ol style="list-style-type: none"> <li>1. Offer more service on weekends to bring people to cultural institutions across town and provide all night buses that connect people to the city's nightlife. Make these services free or discounted for college students.</li> <li>2. Create cultural loop from Inner Harbor Visitors Center to Hopkins using small cable car type trolleys to run during business hours, weekends and evenings.</li> </ol>	<b>Students</b>	
Discounted Ticket Email List for Students	Baltimore Collegetown Network and GBCA	Joint initiative between BCN and GBCA to allow students to buy last-minute discounted tickets to area events. Each week an email will be sent with 5-7 student deals. Students can purchase vouchers at their campus bookstore using their OneCards/Flex and then present the voucher at the ticket office of the event. Eventually this system could be tied in to proposed GBCA calendar of events.	<b>Students</b>	Determine infrastructure necessary for OneCard/Flex purchasing on each campus and get area art organizations to commit to offering discounted last-minute tickets.
Entrepreneur in Residence Program		Create an "Entrepreneur in Residence" program that makes successful entrepreneurs available to would-be entrepreneurs for some initial guidance, etc. This is successfully done at schools like Wharton and Harvard.	<b>Creative Entrepreneurs, Students</b>	
Entrepreneurship Education		Ensure that high school, college, and graduate students come out of school prepared to be entrepreneurs, not just employees. Entrepreneurship education can begin as early as kindergarten.	<b>Creative Entrepreneurs, Students</b>	
Small Business Support Programs	MOED	Expand partnership with Small Business Resource Center to link college graduates to creative job opportunities	<b>Creative Entrepreneurs, Students</b>	
Access to Capital Programs		Develop programs that connect potential entrepreneurs to venture capitalists (VCs) and angel investors. One example would be Business Plan competitions sponsored by these same groups with the prize being investment capital (as long as it is tied to staying within the city of Baltimore).	<b>Creative Entrepreneurs</b>	
Project 5000 (publicity)		Publicize and make listings available for emerging small businesses and entrepreneurs.	<b>Creative Entrepreneurs</b>	

<b>PROMOTION EFFORT</b>	<b>RESPONSIBLE AGENCY/ ORGANIZATION</b>	<b>BRIEF DESCRIPTION OF IDEA</b>	<b>TARGET AUDIENCE</b>	<b>NEXT STEPS</b>
Smoke-Free Baltimore		Local musician writes: Along with limited parking and transportation options, an obstacle for drawing large audiences is the thick smoke that fills bars. It is a major deterrent to going out (and also to singing) in bars.	<b>Artists, Young Professionals</b>	Recent legislation for a Smoke-Free Maryland died in committee. Introduce municipal Smoke-Free legislation for Baltimore City.
Community Art Projects		"Public art" can be more project-driven, involving not only community input for ideas, but also community involvement as creators. "Public art" initiatives engage communities around civic, social, political, or communal issues -- art as a means to illuminate or explore issues of relevance to daily life, or as a means to highlight an aspect of communal identity or values. The key is to view artists as catalysts, and to promote artists with a track-record of, or emphasis on, full communal participation. Projects might result in permanent objects or urban design elements, or may be temporary installations or transformations of public space, with open discussion forums, lectures, or symposia.	<b>Artists, All</b>	The City could play the role of identifying issues across neighborhoods and communities that require, or hunger for, community dialogue, and artists can be invited in to propose "projects" that engage the issues in meaningful and compelling ways. Funding for projects could be in the \$5,000-\$20,000 range, depending on the scope of the project and issue addressed.
Open-air Exhibitions		Need to find a way to invite artists and craftspersons to display their work on sidewalks or other designated public spaces. Perhaps adding this component to existing events would be easiest.	<b>Artists, All</b>	
Public Art		Invest more city funds and solicit corporate and foundation funds for more public art – especially sculpture and murals. Why not add 25 or 50 new murals on the sides of buildings each year? Why not expand the program of placing art in vacant storefronts (and improve their display)? Baltimore has a strong arts community, an amazing resource in the Maryland Institute College of Art and a great annual arts festival. Through the mural and art in storefronts programs Baltimore can create more opportunities for artists to display their work and develop their careers, and at the same time, the efforts will beautify the city, creating a more welcoming environment for visitors, residents, and workers.	<b>Artists, All</b>	

<b>PROMOTION EFFORT</b>	<b>RESPONSIBLE AGENCY/ ORGANIZATION</b>	<b>BRIEF DESCRIPTION OF IDEA</b>	<b>TARGET AUDIENCE</b>	<b>NEXT STEPS</b>
Street Performers Program	BOPA	Street performers enliven city streets and add another dimension to public art. Most cities allow street performing and consider it to be an integral part of a city's cultural fabric.	<b>Artists, All</b>	1. New ordinance allowing some forms of street performing in designated areas 2. Remove obstacles to permit acquisition
Comprehensive rezoning		Formally update old manufacturing and industrial codes to better accommodate art studios, performance, rehearsal and live-work spaces.	<b>Artists</b>	
Round Up for the Arts		Regional promotions that enable consumers to round up their purchase amount at groceries, gas stations, arts organizations, etc. The rounded up portion would be donated to support Baltimore Cultural Heritage efforts.	<b>Artists</b>	
Parks Design Competition	Rec and Parks	Competition for city landscape architects/ designers and prize for best design. <ul style="list-style-type: none"> <li>Howard Park has drug dealing and vagrant problem, needs to be redesigned for dog walkers, dog park</li> </ul>	<b>Artists</b>	
24-Hour City		Change the licenses for taverns so they can serve until 3 or 4am like NY or other big cities. This can be done in designated areas to minimize public disturbance.	<b>All</b>	
Baltimore Homegrown		Create a campaign to celebrate those restaurants, shops, businesses, and events unique to Baltimore, called "Baltimore Homegrown." With so many chain restaurants and shops it is often difficult to identify which city you are in. This promotion would combat Baltimore being swallowed up in the malling of America. The campaign could feature brochures for the tourist trade and new residents identifying those restaurants and shops, etc., that began in or are only in Baltimore. Stores could feature Baltimore Homegrown stickers on their windows. Maybe during some generally slow period – like the winter – there could be Baltimore Homegrown Days – with special events, sales, activities, exhibits, etc. Tourism packages could be developed around Homegrown Days, and regional residents could be encouraged to participate.	<b>All</b>	

<b>PROMOTION EFFORT</b>	<b>RESPONSIBLE AGENCY/ ORGANIZATION</b>	<b>BRIEF DESCRIPTION OF IDEA</b>	<b>TARGET AUDIENCE</b>	<b>NEXT STEPS</b>
Welcome Letters to New Residents	Mayor's Office	Send monthly welcome letters from the Mayor to everyone with a new address in Baltimore. Also, present welcome letters from the Mayor to every child born in Baltimore. In one city, maybe Atlanta, the Mayor arranged for a company there to donate a CD of classical music to be presented to each child, along with a note from the Mayor about the importance of music, language, the arts, etc., to child development. Maybe Barnes and Noble or a publisher could team with the city to present each child with a book.	<b>All</b>	Variation could be to add new residents to list of those who receive holiday greeting card from the Mayor.
Baltimore Art Scene course and Artist Ambassador Outreach effort	Radar Review, LLC	<i>Radar</i> is currently planning, in collaboration with Roland Park Day School, a continuing-education course to be offered which introduces audiences to Baltimore artists and galleries through lectures, field trips, studio and gallery visits, and artist talks.	<b>All</b>	Expand this idea to more schools and community meetings with a large group of artist ambassadors.
<b>Events</b>				
Graduation/Career Fair	BACVA, MOED, MOCI	An annual event, held maybe in February or March, to encourage college seniors to stay in Baltimore after graduation. The event, held at the Baltimore Convention Center, could feature Baltimore area employers (recruited by MOED), apartment development and real estate representatives (recruited by Live Baltimore), Baltimore area cultural attractions (invited by the Baltimore Office of Promotion and the Arts), graduate schools (invited by the Collegetown Network), and financial institutions (recruited by MOCI). All vendors would have to pay for their space and to support event advertising.	<b>Students, Creative Entrepreneurs</b>	Plan event for Spring 2005
Back to School Welcome Event (Fall 2005)	Baltimore Collegetown Network	A large-scale event for area college students to allow them to see downtown, overcome safety fears and understand that Baltimore welcomes them to the city. Modeled after successful events in Philadelphia, the celebration would feature bands, food, giveaways and free admission to city attractions and would need widespread city support.	<b>Students</b>	Identify potential sponsors.

<b>PROMOTION EFFORT</b>	<b>RESPONSIBLE AGENCY/ ORGANIZATION</b>	<b>BRIEF DESCRIPTION OF IDEA</b>	<b>TARGET AUDIENCE</b>	<b>NEXT STEPS</b>
DJ Convention		Annual event would draw a considerable following from other metropolitan areas to downtown Baltimore. Word would soon spread back to other cities. Local DJ's with national networks can be tapped for organizational implementation.	<b>Artists, All</b>	This idea originated from a local dance club promoter. Individuals such as this should be contacted and brought into the development process of for this idea.
Citywide Music Festival	GBCA, BCF	<ol style="list-style-type: none"> <li>1. Involve Schools, bars and clubs to showcase their brand of music, attract national performers, and implement outdoor performance opportunities. Cross promote all with a poster/schedule umbrella marketing. This would practically organize itself once buy-in from local Record labels, venues and asst. schools (Peabody) is obtained. Needs a name, first.</li> <li>2. Jazz Festival - Develop annual festival for major stage combining master classes with youth and professional performances.</li> </ol>	<b>Artists, All</b>	At the suggestion of Frank Perrelli, David Crandall has already held preliminary discussions with two local independent record labels, with positive responses in both cases. One of these persons is also part owner of a popular local music venue. A date needs to be identified soon—mid to late September?
Grassroots showcasings		Utilizing major venues for grass-roots showcasing – School, local artist, and community-driven programs should enjoy greater limelight and audience extension by collaborating with major venues to accommodate performance as well as exhibitions to impart broader access to their accomplishments.	<b>Artists</b>	
Art in the Park	Rec and Parks	Revive "Art in the Park" – a low-key, almost organic event that used to take place (in the 60s and 70s, I think) on Sundays around the lake in Druid Hill Park. Artists used to hang paintings on the fence surrounding the lake, and craftspeople would set up tables and sell their wares. Vendors would also set up to sell food items. And musicians would play music for tips. There was some oversight to ensure that everything was appropriate for family viewing, but I don't know that there was any fee involved in participating.	<b>Artists</b>	
Arts Parade		The Baltimore Arts Parade would pay homage to Baltimore's creative arts community. The Grand Marshall of the parade would be a Baltimore native or	<b>All</b>	Create task force and develop promotion through Baltimore Ad Council committee (as listed

PROMOTION EFFORT	RESPONSIBLE AGENCY/ ORGANIZATION	BRIEF DESCRIPTION OF IDEA	TARGET AUDIENCE	NEXT STEPS
		resident who has contributed to the arts – Barry Levinson, John Waters, Philip Glass. The parade could end at M&T Bank Stadium with an outdoor film and/or dance concert with music from Frank Zappa, Mama Cass, or Billy Holiday. A competition for the best float, band, and honors to the Grand Marshall would be a part of this Arts extravaganza.		below). Create a committee for nominating the Grand Marshall. Create PR/Communications plan. Develop alliance with M&T Bank and M&T Bank Stadium Select date. Secure permits.
First Night Baltimore		Baltimore needs a real First Night celebration or multiple celebrations in different City neighborhoods. The current downtown celebration is “too big and splashy” and has “too few options.”	All	
Parks events		Greater utilization of major parks – Druid hill and Patterson parks are great places for the yearly gay/lesbian pride celebration or Hispanic festivals – There should be more city-wide events, even in the evening (the Zoo's X-mas light thing draws families in PM). Put the Clifton Park amphitheatre to use featuring summertime schedule of local talent.	All	
Student Art Competitions		Publicize and showcase in mainstream venues.	All	
Duckpin Bowling Tournament		Friendly fundraising competitions – In the spirit of the bi-annual dragonboat race, hold a weekend duckpin bowling tournament featuring the Mayor's team vs. various businesses, civic or cultural institutions that generate their own sponsors. A great media event too – the mayor can battle and humiliate detractors. (4-person teams, typically).	All	
Welcome Event for New Residents	Live Baltimore	Take the welcome letter idea one step further with bi-annual new resident welcome events. New buyers and renters can come to fun networking event where they sample food/drink from city restaurants, visit tables for information (from govt agencies to community resource groups), elected officials & dept heads are there for meet & greets (get 3 minutes with the Mayor), newcomers get to know what is up, renters get more involved so we can help them to become owners, and everyone can meet people and come to love Baltimore	All	Live Baltimore has a proposal in to a major company right now trying to get them to underwrite these events (a bit of an expensive endeavor) but could be very cool and companies would love to make contacts with these new residents.

PROMOTION EFFORT	RESPONSIBLE AGENCY/ ORGANIZATION	BRIEF DESCRIPTION OF IDEA	TARGET AUDIENCE	NEXT STEPS
		even more!		
Block Party and Community Events Toolkit	Mayor's Office of Neighborhoods	<p>Make support services available to community groups that want to throw block parties/street festivals. Help advertise and connect with local craftspeople and vendors.</p> <ol style="list-style-type: none"> <li>1. Charles Street Bridge Block Party - Make this an annual event. Open street up to area merchants and give the community a closed-off corridor to erect a stage, man booths, and do their thing. The first one was a big hit.</li> <li>2. Howard Street Block Party - Showcase and involve antique row merchants and others nearby to take it outside – perhaps monthly. Links Mount Vernon with Westside. The city needs smaller festivals, more often.</li> </ol>	All	
"First Thursday" Gallery Tour	Museums, galleries, and/or other arts venues	First Thursday is a citywide event promoting the Baltimore creative arts community. As in other cities around the nation – San Francisco, Washington, DC, Chicago, etc. – on the first Thursday of the month galleries open their doors from 5-10pm. Wine and cheese is served. Museum fares and transit would either be free or steeply discounted. (We could get corporate underwriting for the program.)	All	Create partnerships with galleries, museums and other arts venues. Coordinate so that events are not competing with each other—have different orgs. pick different days.
<b>Organizations/ Facilities</b>				
Artist Advisory Panel	Mayor's Office	Create a cross-disciplined body of local artists with proven records of community involvement to weigh-in on city initiatives. This could be a subcommittee of the Creative Baltimore working group.	Artists	
TV 21	Mayor's Office	Augment programming to include Baltimore independent film showcase as well as insider previews of exhibitions and performances to de-mystify/ bridge access to art events. There would be an interest, based on preliminary sampling from arts community.	Artists	



<b>PROMOTION EFFORT</b>	<b>RESPONSIBLE AGENCY/ ORGANIZATION</b>	<b>BRIEF DESCRIPTION OF IDEA</b>	<b>TARGET AUDIENCE</b>	<b>NEXT STEPS</b>
Art Shuttle		An Art Shuttle that would take residents, employees and tourists from one cultural institution to another throughout the City. Several shuttles could be run to connect the many museums, galleries, music venues, etc. The shuttles could be artistic in appearance and name as well.	<b>All</b>	
Visitor's Center		Ensure vehicular access to Visitor Center – Make sure day-trippers are accommodated for convenient access and egress without forcing a commitment to the inner harbor.	<b>All</b>	
American Dime Museum		Find new home for this museum – ideally it should stay in the arts district.	<b>All</b>	
Harbor Promenade, Gwynns Falls and Jones Falls Trail system		Complete promenade and bike path to better link neighborhoods and provide transportation alternatives. The completed trails will connect more than 45 neighborhoods with 3000+ acres of parkland, Midtown, and the Inner Harbor.	<b>All</b>	
Inner Harbor Changeable Events Area		Many cities have an outdoor events area where event infrastructure (electricity, water, stage, etc.) is built in, and need not be brought in every time an event is being planned. The result is that the cost of servicing events is a fraction of the cost incurred if each event must be supplied. This makes more events feasible, and the result can be a lively combination – art shows, concerts, children's performances, wine festivals, and on-and-on. The cost of the "event infrastructure" could be born by businesses that would benefit – Harborplace, if in the Inner Harbor; or SBER if at Harbor Point.	<b>All</b>	
Outdoor Cafes		If there are ways to encourage more outdoor/sidewalk cafes, it would give the City a livelier, artsier feel.	<b>All</b>	Take a fresh look at the regulations (and fees imposed) for the establishment of outdoor cafes.
War Memorial Plaza Park	Planning	Redevelopment of plaza in front of City Hall to include kiosks, cafes with outdoor seating, chess tables, etc.	<b>All</b>	Plan redevelopment

PROMOTION EFFORT	RESPONSIBLE AGENCY/ ORGANIZATION	BRIEF DESCRIPTION OF IDEA	TARGET AUDIENCE	NEXT STEPS
<b>Marketing Initiatives</b>				
Graduate <i>art</i> student attraction and engagement	?	"Stick-around" stipend to encourage graduating arts students to remain in Baltimore area after graduation. To be awarded on a merit basis to the individual or individual students who have the greatest track record of Baltimore community involvement through their artwork.	<b>Students, Artists</b>	Identify funder or sponsor.
Campus visit promotion	Baltimore Collegetown Network	Draw more parents and students to the Baltimore area for campus visits and encourage them to stay overnight, go to local events, see attractions etc. More campus visits brings tourist revenue for the city, and parents and students that get engaged the area may be more likely to come here for college. This effort has been started, but would benefit from partnerships with more city groups.	<b>Students</b>	
Graduate student attraction and engagement	Baltimore Collegetown Network	Develop resources (print and online) specifically targeting prospective and current graduate school students to attract them to the area and get them engaged in city life in the hopes that they will stay following graduation. Graduate students have a different set of information needs than undergrads and need to know about neighborhoods, job prospects, family resources, etc.	<b>Students</b>	Conduct survey of graduate students to determine specific information needs and lifestyles.
Guidance counselor publication	Baltimore Collegetown Network	Produce a publication (print and online) for high school guidance counselors to give them information about the higher ed institutions and college town environment in Baltimore. Counselors would then be able to share information with prospective students.	<b>Students</b>	
City Marketing Package	BDC, Mayor's Tourism Council	Market city and amenities with videos, speakers, tours, brochures and receptions, using institutional facilities for events.	<b>Creative Entrepreneurs</b>	
Open for Business	BDC/Main Street, MOMBD, MOED, BACVA, BCHA,	Inventory existing business recruitment, retention, and development programs and identify gaps in targeting and supporting key small business groups with high	<b>Creative Entrepreneurs</b>	Create partnership group. Conduct inventory. Identify gaps. Frame new initiative. Craft marketing

<b>PROMOTION EFFORT</b>	<b>RESPONSIBLE AGENCY/ ORGANIZATION</b>	<b>BRIEF DESCRIPTION OF IDEA</b>	<b>TARGET AUDIENCE</b>	<b>NEXT STEPS</b>
	others	growth potential—eg health care, tourism—our #1 and #2 industries.		message with Mayor and small business leaders—there is no better place to grow your small business than in Baltimore—we want you and we want you to succeed.
BACVA promotions	BACVA	<p>Be more inclusive by promoting smaller, more unique venues. Grassroots and nonprofits have too little input/representation in tourism marketing.</p> <p>Highlight the unique, eccentric, &amp; indigenous that only Baltimore has – Annual kinetic sculpture race, a full-blown Xmas-lit 34<sup>th</sup> street, crabcakes, Edgar Allen Poe, community water ballet, the American Dime Museum, Night of 100 Elvies, The Lexington Market, the first Ouija board, Fort McHenry, John Waters, a tattoo museum...</p>	<b>All</b>	
Centralized, comprehensive online calendar	GBCA	<p>To be built and maintained in partnership with city booster orgs and plugged into everything from Oriole games to grass-roots puppet shows. Blur the line b/t “art” and leisure activities for families and other, spontaneous deciders</p> <p>Resulting e-mail discounts and promotions – Spin-off subscriber-based weekly e-mail service to provide incentives and greater insight into lesser-known venues, and access to bigger-ticket destinations.</p>	<b>All</b>	Model: Philly Fun Guide
BELIEVE Campaign	Mayor's Office	Consider taking BELIEVE to the next level with something more hopeful and upbeat. With its stark black and white lettering and strong references to Baltimore's substance abuse and crime problems, for some BELIEVE is a reminder of all the challenges the city faces, rather than its positive attributes. I suggest a more positive tagline like “Be More in B'more!” that positions Baltimore as a place for individual and business growth. One of the things that I like about	<b>All</b>	

PROMOTION EFFORT	RESPONSIBLE AGENCY/ ORGANIZATION	BRIEF DESCRIPTION OF IDEA	TARGET AUDIENCE	NEXT STEPS
		Baltimore is that it is small enough and open enough that one person can make an impact and/or a name for himself or herself. I have always felt that this is a city of opportunity, a city where one person or a small group can make a difference.		
Baltimore Ad Council – Citywide Advertising Campaign	Mayor's Office, Baltimore-based ad agencies	The Working Group sets up an advertising model for Baltimore promotions based upon the Ad Council's model. The Ad Council is a national private non-profit organization that marshals talent from the advertising and communications industry to deliver critical messages to the public. Ad agencies donate creative services, and media outlets donate inventory. In this case, Baltimore would leverage its own 'local' model by harnessing the talents of local ad agencies and the resources of the media -- local television, radio, magazine, newspapers, and billboards.	All	Establish theme or central message for the campaign  Establish a media calendar  Develop strategic partnerships with ad agencies, universities, and media outlets
Mayor	MCTC/BCF	The Mayor can be a big booster of local arts and culture everywhere he goes. Costs nothing. Use MCTC/BCF Consultant, Alan Parter, to advise Mayor and assist in developing list of booster activities (Available through 12/04).	All	
Gay-borhoods/Marketing to Gay Community	Planning, Mayor's Gay, Lesbian, Bi-Sexual and Transgender Task Force	Florida makes no bones about it, talking frankly about attracting gays specifically-that is a VERY specific thing that has to be done to have a cool city. I think the point needs to be made that any "squeamishness" has to be overcome and very frank discussions need to happen. Otherwise we are missing the boat AND some would say, veiling some covert bigotry.	All	Come up with specific action steps around real estate or media promotion efforts